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U.S. Department of Agriculture

BROWN

BULB *Ref/Raw*

RANCH

**PACKAGED
Flower Bulbs
and
Perennials**

PRODUCTION SECTION
SERIAL RECORDS

10 '85

U. S. D. A.
NAT'L AGRIC LIBRARY
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Main Office

Capitola, Calif.
Greenwood 5-1313

Northwest Office

936 W. 49th St.
Seattle 7, Wash.

Dexter 2600

Packaged Bulbs & Perennials

Spring 1957

Delivery - January to May 15th

F.O.B. - Capitola or Seattle

ATTRACTIVE PACKAGES

All bulbs are packaged in cellophane or foil. Perennials are in water-proof wrapping. All packages have color illustrations and cultural directions.

SALES AIDS

Color posters will be furnished with all principal items.

EASY TO ORDER

Write the quantity you wish in the left-hand column and mail to either Capitola or Seattle, whichever is closer to you. We will mail you another copy for future orders. Order in multiples of 5.

BULK BULBS

We now have attractive counter display cartons for those dealers who have been unable to properly handle and display bulk bulbs. Be sure to see these offers on Page 9. If you are interested in a full line of bulk bulbs and perennials, we will be glad to send you our catalog.



ASSORTMENTS

In order to assist you in making up a well-balanced order of the best sellers, we can make up assortments for you. Your location will be taken into consideration to be sure you receive the proper varieties for your climate.

Your Cost

<u>Bulb Assortment #1</u>	\$35.00
" " #2	75.00
" " #3	150.00
<u>Perennial Assortment #1</u>	25.00
" " #2	60.00

Tuberous Begonias

American Hybrids

5 - 1 to $1\frac{1}{4}$ " tubers
per pkg.



<u>Cost</u>	<u>Suggested Retail</u>
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<u>DOUBLE CAMELLIA TYPE</u>	.29	.49
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<u>Salmon</u>	<u>Yellow</u>
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<u>Red</u>	<u>Orange</u>
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<u>White</u>	<u>Pink</u>
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<u>DOUBLE CARNATION TYPE</u>	.29	.49
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<u>Red</u>	<u>Pink</u>
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<u>Yellow</u>	<u>Rose</u>
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<u>White</u>

<u>HANGING BASKET TYPE</u>	.29	.49
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<u>Red</u>	<u>Salmon</u>
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<u>Yellow</u>	<u>White</u>
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<u>Pink</u>

BEGONIAS (cont'd)

	<u>Cost</u>	<u>Suggested Retail</u>
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Frilled Single Mixed	.29	.49
Rosebud Mixed	.29	.49
Picotee Double Mixed (Double Marginata)	.29	.49
Dbl. Multiflora Mixed	.29	.49
Cristata Mixed (Crested & Frilled)	.29	.49
Double Marmorata (Rose mottled white)	.29	.49
Mixed Colors & Types (10 - 1 $\frac{1}{4}$ " to 1 $\frac{1}{2}$ " tubers)	.75	1.25

Gladiolus

Imported Dutch Bulbs



10 - #1 size bulbs

(1 $\frac{1}{2}$ " to 1-3/4" dia.)

Red Charm		
Valeria		
Spotlight		
Phantom Beauty		
Picardy	.34	.59
Elizabeth the Queen		
Snowprincess		
Buttercup		
Beauty's Blush		
Showgirl		
Modern Times		
Margaret Beaton		
Mixed Colors		
MIXED JUMBO SIZE	.44	.79

DAHLIAS

These are well-cured and heavily eyed tubers. Dahlias sell well anywhere and are particularly good in April and May.

1 tuber per pkg.



Cost Suggested
Retail

<u>Decorative</u> (large flowered)	.22	.39
La Toreador - light red		
Violet King - large violet		
Lois Walcher - red, white tips		
Clara Carder - large pink		
Golden Girl - yellow		
White Giant - pure white		
Margaret Cole - apricot		
Mdm. Le Boutillier large dark red		
Jane Cowl - large buff		
<u>Pompon</u> (many small flowers, excellent for cutting)	.22	.39
Golden Queen - yellow		
Alice - red		
Mary Munns - lavender		
Betty Ann - pink		
Amber Queen - bronze		
Snowman - white		
<u>Cactus</u> (spidery type)	.22	.39
Pink	Yellow	
Red	Lavender	
Orange		

Lilies

These are hardy varieties and may be planted anywhere.



	<u>Suggested</u>	<u>Retail</u>
<u>Cost</u>		

2 bulbs per package	.23	.59
Auratum - gold banded lily		
Tiger - orange, dark spots		
Regale - best white lily		
Leopard - red, orange center		
Coral - small scarlet (3 bulbs)		
Golden Gleam - like coral. but yellow		

Ranunculus

This is an excellent Spring bulb anywhere. It is becoming very popular. A good cut flower.



	<u>No.</u>	<u>Suggested</u>
<u>Bulbs</u>	<u>Cost</u>	<u>Retail</u>

Mixed #1 size	15	.29	.49
Mixed #3 size	60	.55	.98
Red #2 size	15	.29	.49
Orange #2 size	15	.29	.49
Yellow #2 size	15	.29	.49
Pink #2 size	15	.29	.49

Miscellaneous Bulbs

These more unusual items will
create interest in your
entire bulb display.



		No. Bulbs	Cost	Suggested Retail
Dbl. Anemone	#1 size	15	.29	.49
" "	#3 "	60	.52	.98
Single "	#1 "	15	.29	.49
" "	#3 "	60	.52	.98
Aztec Lily, novelty amaryllis		1	.33	.59
Amaryllis Hybrids		1	.29	.49
Calla Lily Pink 1½-2"		2	.29	.49
Calla Lily Yellow 2-2½"		2	.29	.49
Calla Lily White 2-2½"		2	.29	.49
Fancy Leaved Caladium		2	.33	.59
Fragrant Gladiola		10	.29	.49
Hardy Orchid-lavender		2	.33	.59
Mexican Shell Flower (tigridia mixed)		10	.33	.59
Dbl. Tuberose fragrant 3 to 4" circum.		4	.33	.59
Achimenes - similar to African Violet		5	.33	.59
Gloxinia mixed		3	.33	.59
Fragrant Amaryllis Hardy, pink flowers		2	.33	.59

**Growers and Importers for
the Wholesale Trade Only**

PERENNIALS

Packaged perennials make it possible for the smaller dealer to offer this popular line. The roots stay in good condition and display themselves attractively.



Hardy Phlox

1 root per pkg.

Cost
.22

Suggested
Retail
.39

Red

Pink

Orange

White

Salmon

Purple

White with red eye

Blue with white

Double Peonies

1 division per pkg.

.43

.79

Red

Pink

Rose

White

Bearded Iris

1 root per pkg.

.18

.29

Yellow

White Glory

Wine Red

Purple & Lav.

Pink Cloud

Apricot

Brown Plicata

Blue

BROWN BULB RANCH

Capitola, Calif.

Tel. GReenwood 5-1313

936 W. 49th St.

Seattle 7, Wash.

Tel. DExter 2600.

Perennials (cont'd)

Butterfly Orchid

(*Epidendrum hybrids*)

These are plants shipped from Hawaii and are easily grown. Complete instructions on all items make it easy for the home gardener.



Cost Suggested
Retail

1 plant per package .50 .89
Scarlet

Orange

Pink

Cannas - 2 roots per pkg. .22 .39
The President

Yellow King Humbert - yellow,
red spots

City of Portland - Pink

Louis Cayeuz - red, bronze
foliage

Golden Gate - pure yellow

Eureka - cream white

Miscellaneous Perennials

Roots Sugg.
per Pkg. Cost Retail

BLEEDING HEART (*dicentra*)

2/3 eye divisions 1 .29 .49

TRANSVAAL DAISY (*gerbera*)

mixed colors, not hardy 1 .22 .39

DAY LILY (*hemerocallis*)

Yellow 1 .22 .39

Pink

TRITOMA

Red Hot Poker,
red, yellow edge 2 .22 .39

Pure Yellow 1 .22 .39

BABY'S BREATH

(*Gypsophila*) pink 1 .22 .39

PERUVIAN LILY

(*alstroemeria*) yellow 2 .22 .39

DOUBLE HOLLYHOCK

BLUE LILY OF THE NILE

(*agapanthus*) 1 .39 .69

COUNTER DISPLAY BOXES

This is an easy and attractive way to display bulk bulbs. These boxes are 28" x 10½" x 7" deep. They are shipped to you set up and ready to put on the counter. Additional bulbs can be ordered in bulk.



Tuberous Begonias

(American Hybrids)

- #10. Six colors of the camellia type (our choice) in a well-balanced assortment, each one illustrated.
- #11. Six Novelty types (our choice) such as Picotee, Hanging Basket, Multiflora, etc. Each one illustrated. Prices and quantities for the size of your choice listed below.

			<u>Cost</u>
_____	1 to 1¼"	450 tubers (75 ea. of 6)	\$28.00
_____	1¼ to 1½"	300 "	(50 " " 6) 25.00
_____	1½ to 2"	210 "	(35 " " 6) 28.00
_____	2 to 2½"	150 "	(25 " " 6) 30.00
_____	2½ to 4"	120 "	(20 " " 6) 28.00

<u>Cost</u>	<u>Suggested Retail Each</u>
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Cannas

Individually packed in polyethylene bags.

#12.	120 roots (30 each of 4 varieties)	\$14.00	.25
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Your Profit per Case is

\$16.00

COUNTER DISPLAY BOXES (cont'd)

<u>Suggested</u>	<u>Retail</u>
<u>Cost</u>	<u>Each</u>

DAHLIAS

<u>#13 - 100 Decorative type</u>			
25 each of 4 varieties	\$21.00		.39
<u>#14 - 100 Pompon type</u>			
25 each of 4 varieties	21.00		.39
<u>#15 - 100 Cactus type</u>			
25 each of 4 varieties	21.00		.39

Your profit per case is \$18.00

NOTE: You can order two boxes of the popular Decorative (giant flowered) type and receive 8 different varieties.

MISCELLANEOUS BULBS

<u>#19 - 100 bulbs as follows</u>			
25 Yellow Callas 2 to $2\frac{1}{2}$ "			.39
25 Aztec Lily (Novelty Amaryllis) $1\frac{1}{2}$ to 2"			.39
25 Hardy Orchid (lavender bletilla) #1			.39
25 Fancy Leaved Caladium $1\frac{1}{4}$ to $1\frac{1}{2}$ " dia.			.39

Your profit per case is \$21.00

<u>#20 - 100 bulbs as follows</u>			
25 Pink Callas 2 to $2\frac{1}{2}$ "			.39
25 Hybrid Amaryllis $2\frac{1}{4}$ to $2\frac{1}{2}$ "			.39
100 Fragrant Gladiolus $3/4$ to 1"	- 69¢		
	doz.		
50 Double Tuberoses #1	79¢	half doz.	

Your profit per case is \$20.41

Fertilizer, Peat, Potting Soil, Etc.

Each item is packed in attractively lithographed polyethylene.

		<u>Packed</u> <u>per</u> <u>Case</u>	<u>Suggested</u> <u>Cost</u> <u>Retail</u>
MOO COW NATURAL FERTILIZER	Dried & screened cow manure		
	2-Quart	20	.23 .39
	1/4 Cubic Foot	10	.40 .69
CALIFORNIA PEAT - a fine grade of horticultural peat			
	2-Quart	20	.19 .29
POTTING SOIL - A well-balanced mixture for any house plant			
	1-Quart	20	.12 $\frac{1}{2}$.19
LEAF MOLD - Well-rotted oak leaf mold for begon- ias, African Violets, etc.			
	2-Quart	20	.28 .49
CHARCOAL - Granulated to proper size for plants & aquariums, 9 oz.		50	.16 .29
PEARL CHIPS - Polished shell put up in lithographed 16- oz. cellophane pkgs.			
	White	20	.12 .29

TERMS

Firms not having established credit with us will please forward cash with order or 50% in advance of C.O.D. shipments. 2% will be allowed for cash with order.

All prices are F.O.B. Capitola or Seattle except where otherwise noted.

Crop failure or any cause beyond our control releases us entirely from delivery. We give no warranty, express or implied, as to description, purity, productiveness, or any other matter of any seeds, or bulbs we sell, and we will not be in any way responsible for them.